

# PFAC NEWS

SPRING 2019



## PFAC STATEMENT OF PURPOSE

**The purpose of the Professional Fiduciary Association of California is to:**

1. Promote high standards of ethics and practice
2. Maintain high qualifications for membership
3. Require and provide continuing education
4. Enhance awareness of and respect for the Professional Fiduciary Association of California and its members
5. Contribute to the development and support of effective regulation, legislation and licensing
6. Promote communication among members to share resources



## PRESIDENT'S MESSAGE

*by Donna Verna,  
President*

Zip-a-dee-doo-dah, zip-a-dee-ay! My oh my... what happened to the past year? There is still so much I would like to achieve in this PFAC year, but sometimes it is good to take a minute to review what has been accomplished.

Your Board of Directors has undertaken and completed a comprehensive review and update of each and every policy and procedure in the PFAC toolkit. As if that wasn't enough, this Board researched and developed new policies to ensure that our guiding principles appropriately reflect the evolving needs of our Association. The amazing thing to me is that, much like painting the Golden Gate Bridge, once this task is done, it is time to start reviewing and updating once again because PFAC is a dynamic Association and the needs of our members constantly expand and change.

The new Chapter and Region Handbook is published and will be distributed to the newly-elected leaders in each Chapter and Region to provide guidance and forms to ensure consistency

*(Continued on page 4)*



IN THIS MARKET DON'T TRUST ONE OF YOUR CLIENT'S LARGEST ASSETS TO JUST ANYONE Now More Than Ever, Experience Counts!



**ANDREW DE VRIES, MBA**  
**PROBATE, ESTATE AND TRUST REAL ESTATE BROKER**

- Sells Your Probate, Estate, Trust and Conservatorship Properties for More Money in a Shorter Time with Less Liability.
- Has a Proven Track Record with More Than 600 Probate, Estate, Trust and Conservatorship Properties Sold (With and Without Court Confirmation) in All Major Bay Area Counties including San Francisco, Marin, Alameda, Contra Costa, San Mateo, Santa Clara and Sonoma.
- Is a Twelve-Year PFAC Supporter and Affiliate Member Who Understands the Needs of Fiduciaries, Attorneys and Their Clients, Providing Expert Counsel Even in the Most Challenging Cases.
- Provides a Turn-Key Solution for All of Your Estate Liquidation, Hauling, Cleaning and Pre-Sale Repair and Preparation Needs.



**CALL TODAY FOR A FREE CONSULTATION**  
**(415) 664-9175 x277**  
**WWW.PROBATEAGENT.COM**



**INSIDE THIS ISSUE**



**President's Message** ..... Pages 1, 4  
**Message From The Executive Director** ..... Page 6  
**The Death Of A Membership Specialist** ..... Page 8  
**Board Of Directors** ..... Page 10  
**Regional Leadership** ..... Page 11  
**Chapter Officers** ..... Pages 12-13  
**Committee Chairpersons** ..... Page 14  
**Past Presidents Council** ..... Page 15  
**New Member Report** ..... Pages 16-17  
**Upcoming Events** ..... Page 18  
**Upcoming Leadership** ..... Page 19  
**Regional Reports** ..... Pages 20-22  
**New Questions For A New Year** ..... Pages 24-27  
**What's In A Name? A Guide To Responsible Investing** ..... Pages 28-30  
**Securing And Protecting Your Client's Real Estate Assets** ..... Page 31  
**Government News** ..... Page 32  
**Membership Benefits** ..... Page 33  
**24th Annual PFAC Conference** ..... Page 34

**PFAC CONTACT INFORMATION**

**Executive Director**

**Amy Olsen**  
**Direct:** 949.681.8041  
**Email:** [aolsen@pfac-pro.org](mailto:aolsen@pfac-pro.org)

**Membership Specialist**

**Vu Nguyen**  
**Direct:** 844.211.3151, ext. 3  
**Email:** [vu@pfac-pro.org](mailto:vu@pfac-pro.org)

**Event & Communications Manager**

**Sienna Thornburg**  
**Direct:** 844.211.3151, ext. 5  
**Email:** [sthornburg@pfac-pro.org](mailto:sthornburg@pfac-pro.org)

**Phone, Fax and Websites**

**Toll Free:** 844.211.3151  
**Fax:** 949.242.0925  
**Main Website:** [PFAC-pro.org](http://PFAC-pro.org)  
**Conference Website:** [PFACmeeting.org](http://PFACmeeting.org)

**Physical Address**

8 Whatney, Suite 109  
 Irvine, CA 92618

**Mailing Address**

P.O. Box 52016  
 Irvine, CA 92619

**General Questions**

[PFACAdmin@pfac-pro.org](mailto:PFACAdmin@pfac-pro.org)



# PRESIDENT'S MESSAGE

(Continued from page 1)

in the governance and operation of each satellite PFAC entity. Leaders! Please use this valuable tool and make your leadership position easier. There is a wealth of information contained in the new Handbook.

Your Board of Directors elected and integrated 3 new members in our Members At Large to ensure that each Committee is led by acting members of the Board. I would like to extend a special thank you to Leslie Byrne, Patty Fister and Stella Shvil for stepping up on short notice and contributing dynamism, experience and a new perspective over the past several months. Your fresh energy and leadership is greatly appreciated and our leadership team is stronger for having included you.

The Membership Committee has developed new policies concerning membership categories that will be voted on at our Annual Meeting in the form of a Bylaws amendment. These new membership categories will better serve the needs of our newest members and the needs of our members who are winding down their practices. We really don't want to lose track of our experienced and valued members!

Is there more to be done? Of course! There is always more to do. As my role shifts, I look forward to supporting our new President, Julie Sugita, as we continue the work of integrating the spirit of the Diversity and Inclusion Committee in all of PFAC's activities and publications. This past year has offered me a peek into just what PFAC can become and I'm setting my own personal goals to ensure that PFAC leadership continues to move our Association toward success.

Thank you for the opportunity to serve as your President this year. I'm honored and humbled by your confidence and support of me and my efforts to make PFAC just a little better year over year.

As always, my door is open and I appreciate hearing from you – our Members. I'm excited to see everyone at Disneyland and can't wait to see what our amazing Conference Committee has in store!

With kindest regards,

Donna J. Verna



# MICHAEL STEPHENS

## PROBATE AND TRUST REALTOR

- ✓ Local Knowledge
- ✓ Local Relationships
- ✓ Local Customs
- ✓ Local Court Rules
- ✓ Pre-sale financial support through the "Bank of Michael"

Over 300 trust, estate and conservatorship sales of real property.

# HIGHLAND PARTNERS

BOUTIQUE REAL ESTATE - INTERNATIONAL PRESENCE

(510) 816-9693

[www.MichaelStephens.net](http://www.MichaelStephens.net)



# FROM THE EXECUTIVE DIRECTOR



**Amy Olsen**

Executive Director

### Physical Address

**PFAC**  
8 Whatney, Suite 109  
Irvine, CA 92618

### Mailing Address

**PFAC**  
P.O. Box 52016  
Irvine, CA 92619

### Phone, Fax and Websites

**Toll Free**  
844.211.3151

**Fax**  
949.242.0925

**Main Website**

[PFAC-pro.org](http://PFAC-pro.org)

**Conference Website**

[PFACmeeting.org](http://PFACmeeting.org)

There are many new and exciting things going on in PFAC that I'd like to take a moment to share with you. Since the last newsletter in January, we've been gearing up for what will prove to be one of PFAC's largest educational conferences to date. As of my writing, we have exceeded past attendance numbers since 2014! There is a lot of energy in the profession and we are thrilled to see more people interested in the profession and the conference.

There are a few new developments that I'd like to take a moment to share with you.

### PFAC Annual Report

We are producing an Annual Report for the 2018.2019 term. The report will be given out at the Annual Member Meeting on May 3 and will be sent to members who aren't able to attend the meeting.

### Member Cards

You will now receive an annual PFAC Membership Card to show your affiliation with PFAC. It will include your member number and current membership status. You can keep it in your wallet and show you membership in PFAC and keep your member number handy.

### New Benefits for General Managers

General Members in PFAC are licensed, practicing professional fiduciaries with more than two clients over a specific period of time. In recognition of their significant investment in the profession, PFAC has implemented an added benefit for General Members – the PFAC PERKS Program. This online discount program offers significant savings for products, services, travel and entertainment throughout the nation. PFAC PERKS will be rolled out April 22 – just in time for the Conference.

### Pre-Licensing Education

The Center for Fiduciary Development Committee and PFAC partners are working on a 30-unit digital education package for people looking to satisfy their pre-licensing educational requirements and don't want to take a traditional academic path. We expect this package to be available by August, 2019.

I hope to see you at the Conference, but if not, enjoy the Spring and I look forward to talking with you during the year.

PROFESSIONAL  
**FIDUCIARY**  
PROPERTY  
MANAGEMENT

WHO DO YOU TRUST WITH YOUR CLIENT'S

# INVESTMENT PROPERTY?

We understand the special requirements that fiduciary relationships involve.

Gain a higher level of oversight and trust with your property management team.

Call The McKee Companies today.  
**619.840.8700**

Quantifiable results through management efficiencies, lower operating expenses, and greater income through aggressive leasing efforts.

## RUSSELL MCKEE

President • CCIM, MBA

**619-840-8700** CELL

**619-435-7780** DIRECT

**800-931-8816** TOLL FREE

[rmckee@mckeecompany.com](mailto:rmckee@mckeecompany.com)

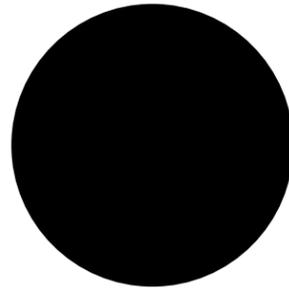


San Diego • Orange • Riverside Counties

DRE #00907967 • 1001 B Avenue, Suite 203 • Coronado, CA 92178-0792

[www.mckeecompany.com](http://www.mckeecompany.com)





**Nguyen Vu, PFAC  
Membership Specialist**

844.211.3151, ext. 3  
[membership@pfac-pro.org](mailto:membership@pfac-pro.org)

## THE DEATH OF A MEMBERSHIP SPECIALIST

My Grandmother passed away on March 31, 2019 at 3:00AM at the age of 93. She is the first person I've had to experience the complete end of life journey with. The timing of her promotion came at an interesting moment in my own life. As I dive deeper into the world of a Fiduciary, phrases like "end of life care", "advance healthcare directive", "hospice" and many more are becoming daily vocabulary.

Her journey has forced me to consider my own mortality, and really consider what my deathbed would look like. If I passed on this day (which ever day you are reading this), how would I be recorded in the obituaries of the Orange County Registry.

### Let's take a moment and relieve the obituary staff writer of their duty:

\*Curtain call\*

On this day in late April, will forever be remembered as the day "When pigs fly." Nguyen Vu, of Sanford Maine died.

He lived on two wheels, and always knew his exit plan would include his Harley Davidson. Not to say, life *and* his HOG would exit simultaneously, but that they would both retire peacefully at the hands of a kind butcher.

People want to be remembered for their accomplishments, personally or in their career. For this summary, you may visit his LinkedIn profile. Which will be available forever.

Nguyen wants to be remembered for the missed opportunities in his life. Never regretting the things he did, but forever resentful for the things undone.

He didn't call his mother every day. He forgot how to love and cherish his wife during his mid 30's, and forgot people's birthdays. He didn't listen when he should have and was often stubborn.

He neglected to take his wife on trips both domestic and international. Forgot to buy her flowers, and prepare surprise dinners.

He didn't tell his three sisters how much he loved them, and how amazing they are. He didn't kiss and hug them 1 trillion times.

He didn't spoil his niece and nephew with uncle moments.

He forgot about the vegetable group in most of his meals, and could not defeat his insomnia.

He was a man who had everything to lose and lost it.

He died alone, because of the things he didn't do.



BERKSHIRE HATHAWAY  
HomeServices  
California Properties

# PROBATE & TRUST REAL ESTATE SPECIALISTS



## SERVICES

Having worked with the probate court system for decades, The Sanborn Team has the trust and know-how to be efficient and effective in managing the instructions of the California Probate Code. The Sanborn Team appreciates the importance of workflow responsibilities and imparts meaningful guidance to the families and other parties involved.

[Want to learn more about our services, click here!](#)



## WE CAN HELP!

More than 1,500 families have relied on The Sanborn Team to help navigate their real estate transactions. With utmost professionalism, The Sanborn Team is always steeped in the market, and delivers exceptional results for their clients time after time.

[To see our references, click here!](#)



## ABOUT US

Since 1980, The Sanborn Team has earned widespread recognition for its leadership in California specializing in the sale of real property through probate, trust and conservatorship. The Sanborn Team is respected by attorneys, wealth managers, conservators and fiduciaries as a 'Gold Standard' of expertise and service in real estate.

[For more information about us, click here!](#)



## CONTACT US TODAY

**310.277.2858**

**[SanbornTeam.com](http://SanbornTeam.com)**

**[Info@SanbornTeam.com](mailto:Info@SanbornTeam.com)**

Nancy Sanborn - DRE# 00771096

Brian A. Joy - DRE# 01324371

Proud Member & Sponsor of the  
Professional Fiduciary Association of California

©2019 Berkshire Hathaway HomeServices California Properties is a member of the franchise system of BHH Affiliates LLC. DRE# 00771096



# BOARD OF DIRECTORS

# REGIONAL LEADERSHIP



## President

**Donna Verna, NCG, CLPF**  
650.383.8348  
[donna@vernafiduciary.com](mailto:donna@vernafiduciary.com)



## Vice President

**Julie Sugita, DDS, MS, CLPF**  
619.980.6416  
[j.sugita5@gmail.com](mailto:j.sugita5@gmail.com)



## Secretary

**Mark Olson**  
209.768.7044  
[olsonfiduciary@gmail.com](mailto:olsonfiduciary@gmail.com)



## Treasurer

**Leandra McCormick, MBA, CLPF, NGA**  
310.246.9055  
[leandra@lafiduciary.com](mailto:leandra@lafiduciary.com)



## Past President

**Susan Ghormley, JD, CLPF**  
310.246.9055  
[susan@lafiduciary.com](mailto:susan@lafiduciary.com)



## Northern Region President

**Michael Storz, NCG, CLPF**  
916.220.3474  
[michael@storzfs.com](mailto:michael@storzfs.com)

## Northern Region Director

**Laurie Jamison**  
209.996.1827  
[lauriejamison@att.net](mailto:lauriejamison@att.net)



## San Diego Region President

**Marilyn Kriebel**  
619.749.0161  
[marilyn@kaafid.com](mailto:marilyn@kaafid.com)



## San Diego Region Director

**Susanna Starcevic**  
619.840.2617  
[susanna.p.starcevic@gmail.com](mailto:susanna.p.starcevic@gmail.com)



## Southern Region President

**Vanita Jones, CLPF, MBA**  
323.577.4599  
[vjones@urbanfiduciaries.com](mailto:vjones@urbanfiduciaries.com)



## Southern Region Director

**Nancy Howland**  
714.206.1115  
[nancy@newportfiduciaries.com](mailto:nancy@newportfiduciaries.com)



## Director At Large

**Leslie Byrne, CLPF**  
510.635.0355  
[Lmbyrne@yahoo.com](mailto:Lmbyrne@yahoo.com)



## Director At Large

**Stella Shvil, JD, CLPF**  
858.794.0394  
[stella@shvilfiduciary.com](mailto:stella@shvilfiduciary.com)

## Director At Large

**Patricia Fister, CLPF**  
760.931.8821  
[PF4care@gmail.com](mailto:PF4care@gmail.com)

## NORTHERN REGION



## Northern Region President

**Michael Storz, NCG, CLPF**  
916.220.3474  
[michael@storzfs.com](mailto:michael@storzfs.com)



## Northern Region Director

**Laurie Jamison**  
209.996.1827  
[lauriejamison@att.net](mailto:lauriejamison@att.net)



## Northern Region Vice President

**Jean (Dunham) McClune, CLPF**  
707.981.8809  
[jean@fiduciaryadvantage.com](mailto:jean@fiduciaryadvantage.com)



## Northern Region Secretary

**William Shaw**  
510.282.0607  
[willshawjr1@gmail.com](mailto:willshawjr1@gmail.com)



## Northern Region Treasurer

**Noel Parker**  
707.791.3719  
[gloria@kosbietrustee.com](mailto:gloria@kosbietrustee.com)

## SAN DIEGO REGION



## San Diego Region President

**Marilyn Kriebel**  
619.749.0161  
[marilyn@kaafid.com](mailto:marilyn@kaafid.com)



## San Diego Region Director

**Susanna Starcevic**  
619.840.2617  
[susanna.p.starcevic@gmail.com](mailto:susanna.p.starcevic@gmail.com)



## San Diego Region Vice President

**Dion Davis**  
619.501.7902  
[dion@diondavis.com](mailto:dion@diondavis.com)



## San Diego Region Secretary

**Stacy Baxter**  
813.966.7199  
[baxterfiduciary@gmail.com](mailto:baxterfiduciary@gmail.com)



## San Diego Treasurer

**Michael Williams, CLPF**  
619.630.6379  
[michael@mfwfiduciary.com](mailto:michael@mfwfiduciary.com)



## SOUTHERN REGION

## Southern Region President

**Vanita Jones, CLPF, MBA**  
323.577.4599  
[vjones@urbanfiduciaries.com](mailto:vjones@urbanfiduciaries.com)



## Southern Region Director

**Nancy Howland**  
714.206.1115  
[nancy@newportfiduciaries.com](mailto:nancy@newportfiduciaries.com)



## Southern Region Vice President

**Aaron Jacobs**  
323.825.4653  
[aaron@sentry-services.com](mailto:aaron@sentry-services.com)

## Southern Region Secretary

**David Berrent**  
310.739.0500  
[david@paimontgomery.com](mailto:david@paimontgomery.com)

## Southern Region Treasurer

**Stacey Haft**  
949.677.4945  
[stacey@goldenstatefiduciary.com](mailto:stacey@goldenstatefiduciary.com)



# CHAPTER OFFICERS

## NORTHERN REGION

### Central San Joaquin Valley Chapter

**President / Ronald Dicken**  
559.732.0759  
[rondicken01@comcast.net](mailto:rondicken01@comcast.net)

### East Bay Chapter ([www.pfaceb.org](http://www.pfaceb.org))

**President / Lisa Soloway**  
925.283.0389  
[lisa@solofid.com](mailto:lisa@solofid.com)

**Vice President / Noël Parker**  
510.260.3520  
[Noel.A.Parker@gmail.com](mailto:Noel.A.Parker@gmail.com)

**Secretary / Jennifer Keystone**  
510.206.7366  
[Jennifer@JKeystoneConsulting.com](mailto:Jennifer@JKeystoneConsulting.com)

**Treasurer / William Shaw**  
510.2821.0607  
[Willshawjr1@gmail.com](mailto:Willshawjr1@gmail.com)

**Education Co-Chair / Janice Kittredge**  
925.465.5500  
[janice@CaliforniaSeniorConnection.com](mailto:janice@CaliforniaSeniorConnection.com)

**Education Co-Chair / Diana Low**  
925.465.5500  
[diana@CaliforniaSeniorConnection.com](mailto:diana@CaliforniaSeniorConnection.com)

### Placer County Chapter

**President / Joanne Stine**  
530.885.4242  
[jstine@stineinc.com](mailto:jstine@stineinc.com)

**Vice President / Matt Quentmeyer**  
530.273.6347  
[sierrafiduciary@live.com](mailto:sierrafiduciary@live.com)

**Secretary / Wendy Moore**  
916.316.9960  
[wmiddletonm@yahoo.com](mailto:wmiddletonm@yahoo.com)

**Treasurer / Barry White**  
530.305.9036  
[barrywfiduciary@gmail.com](mailto:barrywfiduciary@gmail.com)

**Education Chair / Lori Cochrane**  
916.705.7309  
[lori@cochranecss.com](mailto:lori@cochranecss.com)

### Sacramento Chapter

**President / Dawn Akel, CLPF**  
916.686.7804  
[dawn@adelfiduciary.com](mailto:dawn@adelfiduciary.com)

**Vice President / Kathryn Cain**  
530.344.7102  
[cainfiduciary@comcast.net](mailto:cainfiduciary@comcast.net)

**Secretary / Karen Field**  
916.853.1618  
[K\\_field@att.net](mailto:K_field@att.net)

**Treasurer / Janet Welborn**  
916.717.4437  
[jwredfox@aol.com](mailto:jwredfox@aol.com)

### San Joaquin Valley Chapter

**President / Heather Fisher**  
209.678.0644  
[hfisherfs@yahoo.com](mailto:hfisherfs@yahoo.com)

### San Mateo Chapter

**President / Kelsey Stiles**  
650.578.9030  
[Kelsey@lassahnfiduciary.com](mailto:Kelsey@lassahnfiduciary.com)

**Secretary / Erin Markey**  
415.483.2620  
[info@bestinterestfiduciary.com](mailto:info@bestinterestfiduciary.com)

**Treasurer / Debra Lepold**  
650.207.4335  
[debralepold@sbcglobal.net](mailto:debralepold@sbcglobal.net)

### Silicon Valley Chapter ([www.pfacsv.org](http://www.pfacsv.org))

**President / Dusty White**  
408.248.6290  
[dustrywhite@mac.com](mailto:dustrywhite@mac.com)

**Vice President / Marsha Keefer**  
408.335.9840  
[marshakeeffer@practicalheart.com](mailto:marshakeeffer@practicalheart.com)

**Treasurer / Will Hoggan**  
408.712.9457  
[willhoggan@gmail.com](mailto:willhoggan@gmail.com)

**Education Co-Chair / Ryan de la Fuente**  
510.710.0919  
[Ryan.fiduciary@gmail.com](mailto:Ryan.fiduciary@gmail.com)

**Education Co-Chair / Russ Marshall**  
408.874.0999  
[russ@marshallfiduciary.com](mailto:russ@marshallfiduciary.com)

### Sonoma County Chapter

**President / William Zuur**  
707.539.2216  
[wzuurconsulting@sonic.net](mailto:wzuurconsulting@sonic.net)

**Vice President / Jean McClune**  
707.981.8809  
[jean@fiduciaryadvantage.com](mailto:jean@fiduciaryadvantage.com)

**Treasurer / Jolynn Lima**  
707.477.4467  
[limafiduciary@att.net](mailto:limafiduciary@att.net)

**Program Co-Chair / Gloria Kosbie**  
707.687.5184  
[gloria@kosbietrustee.com](mailto:gloria@kosbietrustee.com)

**Program Chair / Jacquelynne Ocana**  
707.528.1364  
[jacqui@catrustee.com](mailto:jacqui@catrustee.com)

## SAN DIEGO REGION

**President / Thomas Behr**  
858.566.1661  
[tom@tombehrlaw.com](mailto:tom@tombehrlaw.com)

**Director / Susanna Starcevic**  
619.840.2617  
[susanna.p.starcevic@gmail.com](mailto:susanna.p.starcevic@gmail.com)

**Vice President / Susan Crowe**  
858.243.4261  
[Scrowe1@gmail.com](mailto:Scrowe1@gmail.com)

**Secretary / Dion Davis**  
619.501.7902  
[dion@diondavis.com](mailto:dion@diondavis.com)

**Treasurer / Richard Sutton**  
760.942.5857  
[richard@sutton.net](mailto:richard@sutton.net)

## SOUTHERN REGION

### Inland Empire

**President / Marguerite Lorenz**  
877.630.8448  
[mlorenz@mytrustee.net](mailto:mlorenz@mytrustee.net)

**Secretary / Joseph McMackin**  
877.630.8448  
[JMcmackin@mytrustee.net](mailto:JMcmackin@mytrustee.net)

**Treasurer / Robin Shea**  
951.765.1000  
[robin@sheafiduciary.com](mailto:robin@sheafiduciary.com)

### Long Beach

**Co-President / Nancy Howland**  
714.206.1115  
[nancy@newportfiduciaries.com](mailto:nancy@newportfiduciaries.com)

**Co-President / Stacey Haft**  
949.677.4945  
[stacey@goldenstatefiduciary.com](mailto:stacey@goldenstatefiduciary.com)

### Los Angeles

**President / Monique Cain**  
310.500.7937  
[moniquecain25@gmail.com](mailto:moniquecain25@gmail.com)

**Vice President / Keenan Brown**  
866.324.5350  
[keenanbrown@brownmanagement.net](mailto:keenanbrown@brownmanagement.net)

### Orange County

**Co-President / Rebecca Cote**  
714.662.3000  
[becky@ocprotrust.com](mailto:becky@ocprotrust.com)

**Co-President / Laura Lane**  
714.662.3000  
[laura@ocprotrust.com](mailto:laura@ocprotrust.com)

### San Gabriel Valley

**Co-President / Aaron Jacobs**  
323.825.4653  
[Aaron@Sentry-Services.com](mailto:Aaron@Sentry-Services.com)

**Co-President / Annabelle Wilson**  
626.792.1664  
[mail@arwilson.net](mailto:mail@arwilson.net)

**Secretary / Patricia Alexander**  
626.622.8000  
[palexander@privatetrustees.com](mailto:palexander@privatetrustees.com)

**Treasurer / Denise Klein**  
818.358.8992  
[denise@trustklein.com](mailto:denise@trustklein.com)

**Chapter Representative / John Cooper**  
626.888.2255  
[ok3@pacbell.net](mailto:ok3@pacbell.net)



# COMMITTEE CHAIRPERSONS

# PAST PRESIDENTS COUNCIL



## Center for Fiduciary Development

**Patricia Fister**

760.931.8821  
[PF4care@gmail.com](mailto:PF4care@gmail.com)

**Michael Storz**

916.220.3474  
[michael@storzfs.com](mailto:michael@storzfs.com)

Communications

**Donna Bogdanovich, CLPF**

310.378.6103  
[donnabogdanovich@gmail.com](mailto:donnabogdanovich@gmail.com)

## Education—Certification

**Leandra McCormick, MBA, CLPF, NGA**

310.246.9055  
[leandra@lafiduciary.com](mailto:leandra@lafiduciary.com)

**Julie Sugita, DDS, MS, CLPF**

619.980.6416  
[j.sugita5@gmail.com](mailto:j.sugita5@gmail.com)

## Educational Conference

**Susan Ghormley, JD, CLPF**

310.246.9055  
[susan@lafiduciary.com](mailto:susan@lafiduciary.com)

**Leandra McCormick, MBA, CLPF, NGA**

310.246.9055  
[leandra@lafiduciary.com](mailto:leandra@lafiduciary.com)

## Finance

**Leandra McCormick, MBA, CLPF, NGA**

310.246.9055  
[leandra@lafiduciary.com](mailto:leandra@lafiduciary.com)

## Governance—By-laws/Policy Manual

**Susan Ghormley, JD, CLPF**

310.246.9055  
[susan@lafiduciary.com](mailto:susan@lafiduciary.com)

## Legislative

**Norine Boehmer, CLPF**

310.246.9055  
[norine@LAFiduciary.com](mailto:norine@LAFiduciary.com)

**Meredith Taylor, CLPF, MFT**

510.352.6000  
[mtaylor@imtassociates.com](mailto:mtaylor@imtassociates.com)

## Membership

**Leslie Byrne**

510.635.0355  
[lbyrne@yahoo.com](mailto:lbyrne@yahoo.com)

**Susanna Starcevic**

619.840.2617  
[susanna.p.starcevic@gmail.com](mailto:susanna.p.starcevic@gmail.com)

## NGA Liason

**Julie Sugita, DDS, MS, CLPF**

619.980.6416  
[j.sugita5@gmail.com](mailto:j.sugita5@gmail.com)

## Professional Standards

**Joyce Anthony, CLPF**

650.383.5313  
[joyce@primefiduciary.com](mailto:joyce@primefiduciary.com)

**Tom Behr**

858.566.1661  
[tom@tombehrlaw.com](mailto:tom@tombehrlaw.com)

**Susan Ghormley**

310.246.9055  
[susan@lafiduciary.com](mailto:susan@lafiduciary.com)  
Term: 2017-2018

**Rita D. Michael, JD, CLPF**

310.372.7380  
[ritadmichael@ritadmichael.com](mailto:ritadmichael@ritadmichael.com)  
Term: 2016-2017

**Joyce Anthony, CLPF**

650.383.5313  
[joyce@primefiduciary.com](mailto:joyce@primefiduciary.com)  
Term: 2015-2016

**Marilyn Bessey, CLPF**

916.930.9900  
[marilyn.bessey@efmt.com](mailto:marilyn.bessey@efmt.com)  
Term: 2014-2015

**Scott S.H. Phipps, NCG, CLPF**

510.508.9588  
[scottphipps.phisco@gmail.com](mailto:scottphipps.phisco@gmail.com)  
Term: 2013-2014

**Norine Boehmer, CLPF**

310.246.9055  
[norineb@pacbell.net](mailto:norineb@pacbell.net)  
Term: 2012-2013

**Stella Shvil, CLPF**

858.794.0394  
[stella@shvilfiduciary.com](mailto:stella@shvilfiduciary.com)  
Term: 2009-2012

**Sharon Toth, CLPF**

510.352.6000  
[stoth@imtassociates.com](mailto:stoth@imtassociates.com)  
Term: 2008-2009

**Lisa Berg, NCG, CLPF**

916.706.0482  
[mail@LJBFiduciary.com](mailto:mail@LJBFiduciary.com)  
Term: 2007-2008

**Lawrence Dean**

Term: 2006-2007

**Ron Patterson, CLPF**

510.421.2316  
[n8zd@yahoo.com](mailto:n8zd@yahoo.com)  
Term: 2005-2006

**Shirley Trissler**

Term: 2004-2005  
Deceased

**Richard Lambie NCG, CLPF**

408.551.2122  
[richard@rhlambie.com](mailto:richard@rhlambie.com)  
Term: 2003-2004

**Russ Marshall, CLPF**

408.874.0999  
[russ@marshallfiduciary.com](mailto:russ@marshallfiduciary.com)  
Term: 2002-2003

**Barbara de Vries, CLPF**

415.558.8755  
[lmabdv@yahoo.com](mailto:lmabdv@yahoo.com)  
Term: 2001-2002

**Jane Lorenz, CLPF**

760.728.6688  
[janeblorenz@MyTrustee.net](mailto:janeblorenz@MyTrustee.net)  
Term: 2000-2001  
Deceased

**Melodie Scott**

Term: 1999-2000

**Karen Anderson**

Term: 1998-1999  
Deceased

**Judith Chinello**

818.543.1150  
[judy@mmfiduciaries.com](mailto:judy@mmfiduciaries.com)  
Term: 1997

**James Moore, CLPF—Northern**

916.429.9324  
[jamgolfer3@gmail.com](mailto:jamgolfer3@gmail.com)  
Term: 1995, 1996

**David Pitts – San Diego**

[davetoni@cox.net](mailto:davetoni@cox.net)  
Term: 1995, 1996

**Joann Young (Hollis)—Southern**

714.882.9510  
[swconserve@aol.com](mailto:swconserve@aol.com)  
Term: 1995, 1996



# NEW MEMBER REPORT

PLEASE JOIN US IN WELCOMING OUR NEWEST PFAC MEMBERS!

## NORTHERN REGION

### Affiliate

**Daniel Collins**  
Sacramento

**John Davi**  
Berkshire Hathaway - Director Estate Trust  
and Probate Services  
Martinez

**Lawrence Hilton**  
Dominion Insurance Services, Inc.  
Alpine

**Karen Kozak**  
Morgan Hill

**Jonathan LaTurner**  
Sacramento

**Sheila Robello**  
San Francisco

**Zacharin**  
San Francisco

**Anthony Kirk,**  
Kirk Real Estate  
Rocklin

**Kevin Symes**  
Home Care Assistance  
Los Gatos

### Affiliate Corp Rep

**Mary Winners**  
About Senior Solutions  
Monrovia

**Stephen Dale**  
The Dale Law Firm, PC  
Walnut Creek

**Melissa Enlow**  
Corte Madera

### Associate

**Mary Falkenrath**  
Sacramento

**Alice Fishler**  
San Rafael

**Barbara Lyon**  
San Rafael

**Lori Beth Merrill**  
Sonoma

**Aggie Morrow**  
Santa Cruz

**Sangita (Sandy) Patel**  
SANTA MARIA

**Sherill Richied**  
Napa

**Heidi Steinke**  
Lincoln

**Charles Tucker**  
Los Altos

**Brittney Wiggins**  
Morgan Hill

### General

**Maria (Mia) Ousley**  
San Leandro

**Neeru Verma**  
San Carlos

## SAN DIEGO REGION

### Affiliate

**Jeff Kim**  
San Diego

**Michelle Burkart**  
San Diego

**Kristen Fritz**  
San Diego

## SOUTHERN REGION

### Affiliate

**Christopher Bury**  
Law Offices of Christopher Allan Bury  
Pasadena

**Rybacki Donna**  
American Senior Home Finders  
Tustin

**Angela Erickson**  
Huntington Beach

**Todd Frelinger**  
Laguna Niguel

**Brian Joy**  
Beverly Hills

**Michael McKibben**  
Villa Real Estate  
Laguna Beach

**Karen Jensen**  
MECHANICS BANK  
Newport Beach

**Mathew Moore**  
WIN Real Estate Services, Inc.  
Redondo Beach

### Affiliate Corp Rep

**Iris Paulino**  
MECHANICS BANK  
Beverly Hills

**Raquel Whitlock**  
MECHANICS BANK  
Irvine

### Associate

**Elisabeth Browne**  
Pasadena

**Robin Dier**  
Dana Point

**Kelly McCoy**  
Orange

**Diane Pomo**  
Buena Park



# UPCOMING EVENTS

## APRIL

### Thursday, April 18

#### Los Angeles Chapter Meeting

**Special Needs Trust Depletion Analysis:  
How Long will the Money Last?**

CEU: Trusts 1.0

**4:30–7:00 PM**

The Proud Bird  
11022 Aviation Blvd.  
Los Angeles, CA 9004

[Click here for details and registration](#)

#### Northern Region Meeting and Dinner

**Property Management Boot Camp: An Insider's Guide  
to Fiduciary Property Management Success**

CEU: Estate 1.5

**5:00–8:00 PM**

Courtyard by Marriott  
5555 Shellmound Street  
Emeryville, CA 94608

[Click here for details and registration](#)

### Friday, April 19

#### San Mateo Chapter Meeting

**Reverse Mortgages**

CEU: Estate 1.0

**11:30 AM–1:00 PM**

Hobee's 1101  
Shoreway Road  
Belmont, California 94002

[Click here for details and registration](#)

### Tuesday, April 23

#### Placer County Chapter Meeting

**Ethics of Prudent Probate Investing**

CEU: Trusts–1.0

**11:30 AM–1:00 PM**

Holiday Inn, Auburn (Main Conference Room)  
120 Grass Valley Hwy  
Auburn, CA 95603

[Click here for details and registration](#)

## MAY

### Thursday, May 16

#### East Bay Chapter Meeting

**Fiduciary Authority to Make Medical Decisions**

CEU: Person 1.0

MCLE: Person 1.0

**12:00–1:00 PM**

Orinda Community Center  
28 Orinda Way  
Orinda, California 94563

[Click here for details and registration](#)

# UPCOMING LEADERSHIP



The following members shall be installed into their newly appointed positions during our annual conference on May 3, 2019.



**President**  
Julie Sugita



**Immediate  
Past President**  
Donna Verna



**Vice President**  
Mark Olson



**Secretary**  
Elaine Watrous



**Treasurer**  
LeAndra McCormick



**At Large**  
Meredith Taylor



**At Large**  
Donna Bogdonavich



**At Large**  
Janice Kittredge



# REGIONAL REPORTS



**Meredith Taylor**  
Northern Region President

## PFAC NORTHERN REGIONAL REPORT\*

Happy spring from the PFAC Northern Region,

I'd like to take this opportunity to thank our region for allowing me to serve as your President this past year. It has been a truly enriching experience, as have all of my leadership roles that I've had in our organization. I'm looking forward to my next role as a Member at Large for our state board.

We hope everyone is ready for our upcoming state wide conference in Disneyland! We are looking forward to seeing all of our friends and meeting the new members in our region. Your Northern Region Board welcomes your input, questions or concerns, please feel free to contact us. Your current board members, up until the conference in May, are Meredith Taylor, President; Michael Storz, Regional Director; Jean Dunham, Vice President; Linda McHugh, Secretary and Noel Parker, Treasurer.

Your newly elected board members for the 2019-2020 term are: Michael Storz, President; Laurie Jamison, Director; Jean McClune, Vice President; Bill Shaw, Secretary and Noel Parker, Treasurer. Thank you to our new regional board members for stepping up to serve PFAC and its members.

Mark your calendars! There is one more regional in-person meeting remaining for our Northern Region members. Our next meeting will be held on April 18, 2019 and will be hosted by the East Bay Chapter. You can sign up by logging onto the PFAC website and going to the calendar of events. These meetings include a Regional Board Meeting starting at 3:30 (all members welcome), followed by a wonderful dinner and one hour presentation that qualifies for CEU credit.

Chapter Highlight: I'd like to give a shout out to our Sonoma Chapter who, for the 6th year in a row, hosted an informational booth at the Marin Senior Fair. They provided materials and informed the public about the role of PFAC and professional fiduciaries. The fair draws 5,000+ seniors, their families, and interested parties during the one-day event. The Sonoma Chapter continues to be committed to helping get the word out.

Sincerely,

Meredith Taylor  
PFAC NorCal Region President

\* This article was written prior to any deadlines listed. Information may be outdated at publishing

## PFAC SOUTHERN REGIONAL REPORT\*

The Southern Region held our fourth and final Southern Regional event for the 2018-2019 year. It was held at the beautiful Art Deco masterpiece that was once the elegant Bullocks Wilshire Department Store. It has been re-purposed and lovingly maintained by the Southwestern School of Law. Attendees were treated to two informative presentations as well as lunch. The first presentation by attorney Terry Franklin who is the fourth great grandson of the family at the center of the fascinating story "The Last Will of John Sutton", a story of family, slavery and a Will contest. The second presentation by Scott MacDonald and Paul Bartschi of the Special Needs Team of Merrill Lynch centered on the "Ethics of Prudent Investing". Attendees received up to 2 CEUs by attending. It was well attended and well received by all who attended.

The recently newly established new PFAC Chapter in the South Bay/ West LA area has held three meetings at the Proud Bird restaurant at LAX. The meetings have been well attended so the new chapter is off to a great start. Keep your eyes open for future meeting announcements

Additionally, the Inland Empire Chapter as re-booted itself and held their first event of 2019 on March 20. Marguerite Lorenz and her other officer Joe McMackin presented three interesting and informative topics. The first was "How to Read a Trust" by attorney Rich Fenelli, the next by attorney Jeff Nickerson covered Special Needs Trusts and the last was by Morgan Cadmus on Selecting Assisted Living Locations. Lunch and CEU's were enjoyed by all who attended. Keep an eye out for their future events.

Finally, I want to thank all our Sponsors who supported the Southern Region events this year. We could not do what we do without them

On behalf of your Southern Region Board I want to say it has been a pleasure to provide interesting and informative programs to our PFAC members. As always, if you have any concerns or suggestions, please feel free to contact me or any of your Southern Region Board members.

Hope to see you all at Disneyland in May

Marlene Dennis  
President, PFAC Southern Region



**Marlene Dennis**  
Southern Region President

\* This article was written prior to any deadlines listed. Information may be outdated at publishing



# REGIONAL REPORTS (CONT.)



**Thomas Behr**  
San Diego Region President



**Susanna Starcevic**  
San Diego Region Director

## PFAC SAN DIEGO REGIONAL REPORT

Greetings from San Diego during the first quarter.

Our highlights during the first quarter include:

- In February, we held our annual Tax Day presentation to keep our membership informed of the latest changes and the impact of the prior year's substantial tax code revision. Our presenter was Kathy Hahn from BDO USA, LLC.
- Achieved the only 100% fiduciary membership renewal among the state Regions.
- A new Board slate was selected.

This report is certainly bittersweet because it will be my last. I felt it was time for new leadership and I am extremely happy to see that the election of our new Board brings a balance of experienced carryovers (Susanna Starcevic, Director; Dion Davis, Vice President; and Michael Williams, Treasurer) and new leadership (Marilyn Kriebel, President; and Stacey Baxter, Secretary). I know this new Board will do exceptionally well under Marilyn.

A big thanks to my old Board for putting up with me and to our committed Regional membership for supporting my Board's efforts.

And, my best to all of the PFAC statewide membership, our hard-working state Board and committees and our exceptional Executive Director, Amy Olsen and her equally exceptional staff.

In closing, as I always say, our profession is a noble one, a professional one and one that provides much gratification to us as we provide our services to the most important people of all – our clients.

Sincerely,

Tom Behr



*Financial peace of mind through prudent management of investment risk and return*

### Fiduciary Investing Services

- ◆ Investment Management
- ◆ UPIA Compliance
- ◆ Diversified Portfolios
- ◆ Portfolio Risk Analysis
- ◆ Asset Depletion Analysis
- ◆ Financial Planning
- ◆ Expert Witness Consulting
- ◆ Compliance Reporting

#### San Diego

2598 Fortune Way, Suite G  
Vista, CA 92081

#### Orange County

999 Corporate Drive, Suite 255  
Ladera Ranch, CA 92694

### Contact:

**Ted Ong | Jeremy Lau**  
**(800) 455-1288**

[ted@prudentnetwork.com](mailto:ted@prudentnetwork.com)

[jeremy@prudentnetwork.com](mailto:jeremy@prudentnetwork.com)





**Jeremy Lau, CFA, CFP**  
 President/  
 Chief Investment Officer  
 Prudent Investors Network  
 jeremy@prudentnetwork.com

## NEW QUESTIONS FOR A NEW YEAR

### Overview

After a torrential storm in the market last quarter, many investors packed up their things and went back in their houses. According to Morningstar data, US-based funds and ETFs saw ~\$80 billion of outflows in the 4Q of 2018 and another \$28 billion of outflows through early March of this year, the biggest outflows since the Great Recession. As is the case with rainstorms, however, they are followed by a majestic rainbow. In this case last quarter's storm was followed by the best three months for the market in a decade, which left many investors wishing they had been back outside to enjoy the beautiful sight.

The other thing about rainbows, however, is they tend to be short-lived. Markets recovered from last year's losses because the major causes for concern in late 2018

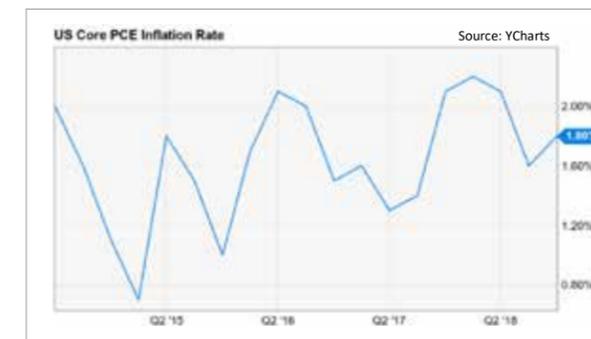
have been largely de-escalated for now. The previously over-aggressive Federal Reserve (Fed) that we feared could recklessly hike interest rates into a slowing economy has since stepped back, and at this point the market does not expect any further rate increases this year. Furthermore, fears of a trade war between the US and China now look less disconcerting as both countries have signaled substantial progress in their trade negotiations. While these issues appear less menacing than a few months ago, there are concerns that continue to persist. Global growth has continued to slow down and bond yields have shown some potentially worrying signs.

### A Marked Change of Tone from the Fed

Last quarter we cited the Fed's impact on the market selloff. Particularly a comment from Chairman Jay Powell last October that interest rates were "a long way from neutral" prompted the worst selloff in years and set the table for the worst December since 1931. That all changed on January 3 this year, when at the American Economic Association meeting in Atlanta he said the Fed is willing to be "patient" and even conceded that the reserve bank could reassess its program to reduce the balance sheet through quantitative tapering if needed.



While stocks have recouped nearly all of the previous quarter's losses, for now the Fed has not deviated from its commitment to remain patient; which has contributed to interest rates hovering near 12-month lows. For now there does not appear to be a pressing need to change its stance as domestic inflation has generally remained below the Fed's 2% inflation target. While inflation has gradually trended higher over the past five years, the US has been unable to stay above the 2% target for a sustained period.



### Progress on US-China Trade But Questions Remain

Both the US and China have expressed optimism about current trade talks. US Trade Representative Robert Lighthizer has said, "We're certainly making more progress than we would have thought when we started." So far China has already made some concessions to meet US demands, such as committing to large purchases of US agricultural products and reducing tariffs on US car imports. In early December, China also announced 38 penalties against intellectual property violations, and in March passed a new foreign investment law intended to level the playing field for overseas investors that will take effect on January 1, 2020 (details of the new law are scant at this point).

Nevertheless there remain issues that are still unsettled; such as Chinese government subsidies to domestic companies giving them unfair advantage over foreign peers operating in China, forced technology transfer requiring foreign companies to reveal their intellectual property in order to operate in China, and how China will manage its currency going forward.

Even if and when these matters are settled, perhaps the more overarching issue belying the discussions is how such a trade deal would be enforced. The two sides are debating at what pace the US would remove tariffs once a deal is struck. Beijing would like all \$250 billion of tariffs removed immediately while Washington DC would prefer to do it gradually and only as China lives up to its end of the bargain, given its weak track record of living up to its word.

While a summit meeting has not yet been announced, the general consensus is that a summit will not be scheduled unless the two sides have an agreement in place. But while the US and China continue to draw closer to a deal, the US has pivoted to raise additional trade concerns with a different party.

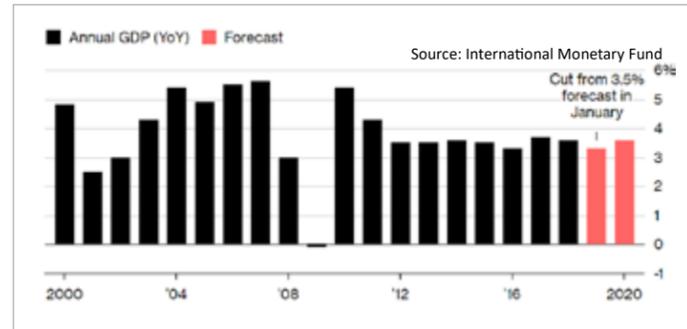
### US Turning Up the Heat on the European Union (EU)

The US recently announced it intends to apply tariffs on \$11 billion worth of goods imported from Europe, which would cover products such as airplanes, cheese, fish, wine, and clothing among other things. The move is prompted by a report from the World Trade Organization (WTO) last year that Airbus has been receiving illegal government subsidies, giving it an unfair advantage over its US rival, Boeing. According to US Trade Representative Lighthizer, the \$11 billion figure is estimated to equate to the amount of harm that European subsidies cause to the American economy each year.

The European Commission has responded that it considers the \$11 billion figure to be overblown and Airbus has said the EU will take "far larger countermeasures against the US."

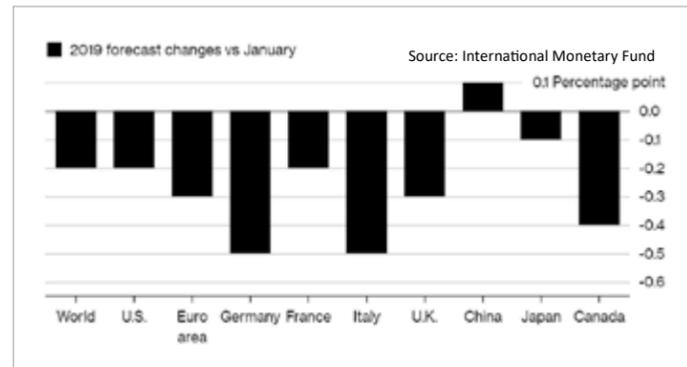
## Economy is Slowing But Imminent Recession Seems Unlikely

From December 22, 2018 to January 25, 2019, the US government was shut down for 35 days, the country's longest government shutdown in history. The Congressional Budget Office (CBO) estimates that the shutdown cost the US economy \$11 billion and lowered Q4 2018 GDP growth by 0.4 percentage points and Q1 2019 GDP growth by 0.2 percentage points. Last quarter the US economy grew 2.2% and this quarter is expected to expand ~1.5%. While these figures are considerably lower than the growth posted in recent quarters, many analysts expect activity to pick up again in Q2 and anticipate growth to average above 2% for the full year; which would be slightly above the average US growth rate over the past two decades.



Global growth, however, is slowing considerably. The International Monetary Fund (IMF) downgraded its outlook three times in the last six months, most recently cutting its 2019 global growth forecast to 3.3% (from 3.5%). This would mark the lowest growth rate since 2009, when the world economy declined amidst the Great Recession.

Europe, in particular, is expected to see slow expansion. The IMF cut its growth forecast for the euro area to 1.3% for 2019, with Germany and Italy seeing the largest reductions in their countries' outlooks. Of the major national economies, only China saw a higher forecast since January; supported by the country's growing stimulus program. China is expected to expand 6.3% this year. India is expected to grow 7.3%, down from 7.5% in January.



## Expect Softness in 1Q Earnings

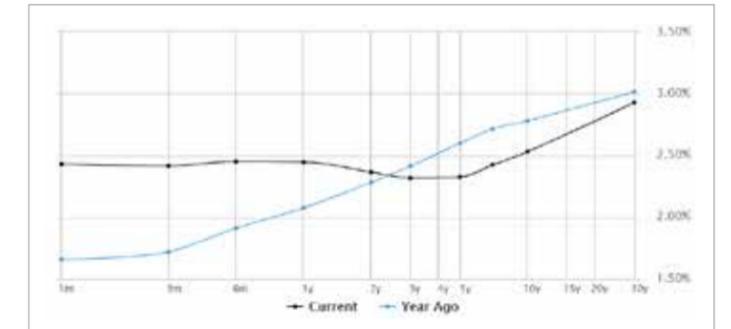
As we approach earnings season, analysts expect a profit decline for the S&P 500 of -4.2%, which if realized would mark the first year-over-year reduction in earnings since 2Q 2016. Unsurprisingly, more companies issued negative earnings-per-share (EPS) guidance than positive; 79 to 28, respectively.



## A Flatter Yield Curve

Over the last 12 months, the yield curve further flattened and inverted slightly between the 2yr and 5yr points of the curve. A traditional inverted yield curve occurs between the 2yr and 10yr points.

Once this happens (we are not there yet), it should be noted that there can be considerable lag time between an inverted curve and a recession (usually between 6 to 24 months). In fact, on six occasions since 1956, equity markets reached all-time highs even after the curve was already inverted. That being said, an inverted curve has successfully predicted the last seven recessions and therefore should be watched closely. This current yield curve provides further evidence that we are likely late in this expansion cycle.



## Approach the Rest of the Year Cautiously

A 10%+ down quarter followed by a 5%+ up quarter like we just experienced has often been a positive signal for the subsequent nine months. This type of market action has occurred on 11 occasions since 1970, and with the exception of 2001 (dot com crash), the market has experienced positive gains in every instance.

Nevertheless, if this earnings season does indeed come in soft as expected and the global economy continues to slow further, investors should remain cautious in the coming months. The yield curve remains unresponsive of growth, there continues to be uncertainty around global trade against a market that expects an auspicious outcome, and stock valuations are at best fair. Let's enjoy the rainbow for now but keep your umbrella close for the next storm.

| S&P 500 10%+ Down Qtr Then 5%+ Up Qtr |               |             |              |                 |
|---------------------------------------|---------------|-------------|--------------|-----------------|
| Quarter                               | Down 10%+ Qtr | Up 10%+ Qtr | Next Qtr (%) | Next 3 Qtrs (%) |
| 6/30/1970                             | -18.87        | 15.80       | 9.43         | 18.39           |
| 9/30/1974                             | -26.12        | 7.90        | 21.59        | 22.33           |
| 9/30/1975                             | -11.89        | 7.54        | 13.95        | 16.69           |
| 9/28/1990                             | -14.52        | 7.90        | 13.63        | 17.46           |
| 9/30/1998                             | -10.30        | 20.87       | 4.65         | 4.35            |
| 9/28/2001                             | -14.99        | 10.29       | -0.06        | -28.99          |
| 9/30/2002                             | -17.63        | 7.92        | -3.60        | 13.20           |
| 3/31/2009                             | -11.67        | 15.22       | 14.98        | 27.21           |
| 6/30/2010                             | -11.86        | 10.72       | 10.20        | 15.72           |
| 9/30/2011                             | -14.33        | 11.15       | 12.00        | 14.56           |
| 12/31/2018                            | -13.97        | 12.08       | ?            | ?               |
|                                       |               | Average     | 9.68         | 12.09           |
|                                       |               | Median      | 11.10        | 16.21           |

Source: Bespoke

The views expressed represent the opinion of Prudent Investors Network ("PIN"). The views are subject to change and are not intended as a forecast or guarantee of future results. This material is for informational purposes only. It does not constitute investment advice and is not intended as an endorsement of any specific investment. Stated information is derived from proprietary and non-proprietary sources that have not been independently verified for accuracy or completeness. While PIN believes the information to be accurate and reliable, we do not claim or have responsibility for its completeness, accuracy, or reliability. Statements of future expectations, estimates, projections, and other forward-looking statements are based on available information and PIN's view as of the time of these statements. Accordingly, such statements are inherently speculative as they are based on assumptions that may involve known and unknown risks and uncertainties. Actual results, performance or events may differ materially from those expressed or implied in such statements. Investing in equity securities involves risks, including the potential loss of principal. While equities may offer the potential for greater long-term growth than most debt securities, they generally have higher volatility. International investments may involve risk of capital loss from unfavorable fluctuation in currency values, from differences in generally accepted accounting principles, or from economic or political instability in other nations. Past performance is not indicative of future results.



**Jonathan W. LaTurner**  
Partner, Wealth Manager  
Towerpoint Wealth, LLC

## WHAT'S IN A NAME? A GUIDE TO RESPONSIBLE INVESTING

Responsible investing (RI) has captured public attention in recent years. And with a plethora of RI based products available, the opportunity to utilize those that are both consistent with an investor's personal values and at the same time continue to meet the investor's investment objectives has never been better. However, there continues to be confusion amongst investors, and even many financial professionals, regarding the different categories and classifications of responsible investing. Below we will focus on the three most widely discussed types and the differences between each.



**Steve Pitchford**  
Director of Tax and  
Financial Planning

Responsible investing (RI) is any investment strategy which seeks to consider social/environmental issues in addition to financial return. While the earliest forms of RI have been around since the 1960s, only more recently has responsible investing gained noticeable prominence in the investment world. The pace of growth in RI today is nothing short of remarkable.

According to the US SIF Foundation's 2016 Report on US Sustainable, Responsible and Impact Investing Trends, as of year-end 2015, more than one out of every five dollars under professional management in the United States—\$8.72 trillion or more—was invested according to SRI (Socially Responsible Investing) strategies.

Responsible investing adds a personal, values-based layer to traditional investing, and can often mean something different to everyone. Consequently, there is confusion among investors, and even financial professionals, on what exactly is the definition of a responsible investment. For example, if reducing tobacco use is important to investor A but not investor B, investor A would certainly consider an investment focusing on anti-tobacco company ads as a 'responsible investment,' while investor B would not.

A further cause of confusion is the many different names and terminologies used to describe responsible investing. Some terms often used synonymously with responsible investing are SRI (socially responsible investing), ESG (environmental, social and governance) investing, impact investing, mission-based investing, socially conscious investing, sustainable investing, and green investing. Describing each category under the responsible investing umbrella would be an exhaustive process and may only lead to further confusion given the overlap between the many categories.

For the purposes of this article, we will focus on three distinct (in our opinion) categories of responsible investing: SRI, ESG investing, and impact investing.



### Socially Responsible Investing

Responsible investing's earliest iteration is known as Socially Responsible Investing (SRI). The most elementary form of SRI, first gaining traction in the 1960s, employs a negative screening tactic to exclude undesirable companies from an investment portfolio. "Sin stocks" and other companies that have questionable environmental and social policies are most often those that are "weeded out."

Common targets for negative screening include companies that are involved in alcohol, tobacco, pornography, gambling, or nuclear weapons.

SRI continued to evolve and began including positive screening factors as well. For example, companies that have strong environmental impact performance records, utilize renewable energy, or that foster diversity and/or equal pay.

One clear benefit of SRI is the ability for an investor to avoid providing capital to a company not aligned with their personal values. However, because the earliest forms of SRI often focused so exclusively on this personal values component, investment performance was sacrificed. Ignored was the economic impact of avoiding investing in certain companies, ultimately decreasing an investor's probability of earning competitive returns.

Modern SRI products have more sophisticated screening tactics that offer an investor the opportunity to not only have a portfolio that reflects their personal values, but also one that can offer competitive investment returns.

### Environmental, Social and Governance Investing

An outgrowth of SRI, the term Environmental, Social and Governance (ESG) investing is often used interchangeably with SRI. However, there are fundamental differences between SRI and ESG investing. ESG investing considers environmental, social and governance risks when selecting companies and countries in which to invest.

Environmental criteria looks at how a company interacts and impacts the natural environment. What are a company's policies on climate change, renewable energy, carbon emissions, and water recycling?

Social criteria examines a company's relationships with its employees and the community. What are a company's policies on labor standards, human capital, privacy, and data security?

Governance criteria focuses on a company's leadership, executive pay, auditing procedures, internal controls, and shareholder rights. What are a company's policies on pay, ownership, corruption, and business ethics and fraud?

Relative to SRI, ESG investing places a higher emphasis on financial performance. In fact, many investment companies and analysts believe screening for ESG factors is a fundamental aspect of evaluating the prospects of an investment's long-term financial performance, independent of the "morals" of investing in a company. As such, many investment analysts examine a company's ESG factors as they would a company's balance sheet, income statement, and cash flows.

While it is still an open debate whether screening for ESG factors positively or negatively impacts an investment's financial return, the argument that screening for these factors being additive to long-term investment performance is intuitive.

## Impact Investing

Impact investing differs from SRI and ESG investing in its level of focus on direct and measurable environmental/social initiatives. Impact investments measure and report their progress on achieving their social/environmental cause, often subordinating investment performance to do so.

Impact investing is the most personalized and customizable form of responsible investing, allowing an investor to find an investment that fits specific causes they are most passionate about. For example, an impact investment can be as focused as exclusively funding venture capital financing for small to medium-sized business in Ghana.

One challenge associated with impact investing is locating the company or organization involved in a particular initiative an investor is passionate about. Unlike SRI and ESG investing, an investor cannot simply pick an impact investment stock from the investment universe. Instead, locating and funding an impact investment is often accomplished through research on options within the private market.

With the ability to find (or build) an impact investment for nearly every social/environmental initiative, impact investing is one of the broadest categories of responsible investing.

One way to group impact investments is by the emphasis placed on investment return. While actual investment returns is nearly always of secondary importance with impact investments, many do aim to provide competitive investment returns. For example, a common form of impact investing is a private equity investment (that supports an environmental or social cause) that strives to generate return on the invested capital as well.

However, with other impact investing initiatives, the investor may be willing to accept a discounted return from the outset. As a simplistic example, an investor agrees to 10% total return on a debt security in an underserved market, where one would normally expect a 20% return.

While impact investing is still in its infancy relative to SRI and ESG investing, it is a growing field that many see as the future of responsible investing.

## Should I Consider Responsible Investing?

This is a personal decision, based on your individual values, beliefs, and goals, both personally and economically. While it can be difficult for responsible investing to be as directly impactful as more traditional charitable giving strategies, RI does provide a way for an individual's investment portfolio to better reflect their personal values and at the same time, keep them on track to achieve their financial goals and objectives.

At Towerpoint Wealth, we are a legal fiduciary to you and your clients, and always work 100% in your and your client's best interests. If you would like to further discuss responsible investing with us, we encourage you to call, 916-405-9140, or email [info@towerpointwealth.com](mailto:info@towerpointwealth.com) to open an objective, no-strings-attached dialogue.

*Towerpoint Wealth, LLC is a Registered Investment Adviser. This material is solely for informational purposes. Advisory services are only offered to clients or prospective clients where Towerpoint Wealth, LLC and its representatives are properly licensed or exempt from licensure. Past performance is no guarantee of future returns. Investing involves risk and possible loss of principal capital. No advice may be rendered by Towerpoint Wealth, LLC unless a client service agreement is in place.*

## SECURING AND PROTECTING YOUR CLIENT'S REAL ESTATE ASSETS

Securing your client's vacant real estate asset is a critical component of the real estate sales process that can save your client money and time and should not be overlooked.

Given today's economic climate, there is much, and growing, squatter activity in vacant homes throughout Los Angeles County. Some homeless people are looking for shelter, and a vacant home is a perfect place to spend the night, or day, sleeping. While most of them are harmless, they may cause damage to a property by starting a fire to keep themselves warm or write on the walls to keep themselves entertained.

To protect your client's real estate assets, there are a number of options which I have used to secure vacant properties:

1. **VPS**—Vacant Property Security secures properties using steel window screens and doors, as well as a color coded entry mechanism, which eliminates the need for lockboxes, and their break ins. This solution is available to lease, rather than purchase. The company installs the screens, and then removes them at their client's request, once escrow has closed. There are monthly and quarterly leasing options available.
2. **SecureView**—an alternative board up system that provides clear views and allows natural light to come in. They are designed to look like traditional windows. This solution is available for purchase only, and requires the use of a lockbox since the front door covering still has a lock that requires key for entry.
3. **House Sitter**—more recently I began using the services of a House Sitting firm which provides a house sitter to protect the property from intrusion and reduce crime/squatting activity. I request 24/7 occupancy at the properties I represent to ensure full coverage, which means there is a daytime sitter and a nighttime sitter. Once the properties are occupied the squatters do not attempt to gain access. Also, the sitters report any property issues as they arise, which ultimately can save money for the property owner, minimizing loss to the property.

In order to minimize risk to you, the fiduciary, it's strongly recommended that a vacant property is properly secured using one of the methods discussed above to minimize loss. Aside from securing the property, it's also recommended that the property is properly maintained, by setting up ongoing yard maintenance: mowing the lawn, picking up mail, and removing debris from the front yard on an ongoing basis not only to avoid squatter attention but also attention from city officials looking to cite properties with code violations.

*Orit Gadish is a hands-on Real Estate Broker/Owner, licensed in CA and CO and has been working as a Real Estate Broker since 2005, handling both residential and commercial assets. Specializing in probate, trust and conservatorship real estate as well as bank-owned properties (REO), she has prepared, marketed, and sold over 1,300 properties since she began her career. Aside from being the Broker/Owner of a brokerage with 20 agents, Orit is also a mother of 4 little girls, ages 8, 6, and 4 year old twins.*



**Orit Gadish**  
Real Estate Broker



## PFAC ANNUAL REPORT— LEGISLATIVE COMMITTEE

Led by co-chairs Norine Boehmer and Meredith Taylor, your association’s legislative committee has been quite active over the past year, advocating to protect and enhance the interests of PFAC members in the State Capitol as legislation and regulations are introduced, debated, and decided.

**Jerry Desmond**  
PFAC Legislative Advocate,  
Desmond & Desmond, LLC

A snapshot of key items:

### Professional Fiduciaries Bureau

Governor Jerry Brown appointed Rebecca May as Bureau Chief in May of 2017. We have all enjoyed getting to know the new Chief – she even attended and addressed the members at the 2018 conference just days after being appointed! Over the past two years, the association has appreciated the Chief’s open and fair-minded approach to the protection of consumers and the advancement of the profession.

PFAC is engaged as the Bureau develops regulations on key policy issues including proposed regulations that would require licensed professional fiduciaries to notify clients that they are licensed by the Bureau and would require the inclusion of state licensure information in advertisements. Other regulations are being developed to update the procedures for contesting Bureau citations and to set forth procedures for licensees to apply for inactive or retired license status.

### State Legislature

near the end of last year, PFAC-supported legislation was enacted into law to continue the Professional Fiduciaries Bureau and to enact three revisions to the Professional Fiduciaries Act in order to add two educational pathways to licensure, extend the licensure requirement to personal representatives of decedents’ estates, and clarify the information licensed professional fiduciaries report to the Bureau in their annual statements.

This year, over 2,700 new bills have been introduced, and your legislative committee is engaged. One key measure of concern to PFAC would prohibit a guardian or conservator from being compensated with funds paid to the ward or conservatee from a government program, including, but not limited to, federal Social Security payments, Medicare, or Medi-Cal.

## HOW MEMBERSHIP IN PFAC BENEFITS YOU



### Build Your Career

When you’re a member of PFAC, your business and specialty areas are in front of thousands of potential clients in both business-to-business and consumer platforms. Build your professional reputation as well through article submissions, speaking and legislative opportunities.



### Comprehensive Fiduciary Education

PFAC is the only association in California dedicated to professional fiduciaries and their practice and produces the most comprehensive educational program available for new and experienced professional fiduciaries.



### Earn Free CE/MCLE

Members receive periodic annual offers for free live webinars and on demand versions of past programs.



### Protect Yourself and Your Practice

The most comprehensive professional fiduciary liability insurance through Dominion Insurance, underwritten by Lloyd’s of London – available exclusively to PFAC members.



### Save Money

Exclusive member discounts on educational programs and marketing materials.



### Networking

Learn from other professionals across the state through exclusive networking opportunities—one of the most popular membership benefits.

## HOW PFAC BENEFITS THE PROFESSION



### Legislative Advocacy

PFAC engages reputable lobbyist who coordinate with members to support legislation that benefits the profession and clients and fight legislation that would have adverse effects.



### Mold the Future

PFAC leadership actively works with partner organizations and educators to analyze the profession and develop strategies for future growth.



### Uphold Principles

PFAC is a powerful voice on ethics, professional responsibility and inclusion.



# 24TH ANNUAL PFAC CONFERENCE

## WORKING TO DELIVER WHAT YOU WANT

At and during PFAC's annual conference, we survey guests to find out what it is you enjoy the most at the conference, what you would like to see changed, how we can make it even better. Every year, the two highest rated items that people want are high quality education and time to network and build relationships. Our goal is for you to receive the highest return on your investment as possible and this year is no exception. We've pulled out the stops to deliver an unsurpassed educational program as well as fun and enjoyable ways for you to socialize and network.

### Program Highlights

The 2019 Conference Program includes a wide array of topics targeted at all levels of fiduciary expertise. Topical experts include more luminaries than can be listed, but you can read all about them on the PFAC Conference website. Conference registration includes three units of Ethics education and a total of 15 continuing education units. Sign up for a pre-conference intensive and earn an additional 5 units.



### Social Highlights

Who says learning can't be fun?! It will be fun at this year's conference with a myriad of opportunities for structured or DIY good times. The networking begins at the Wednesday evening Welcome Reception. Enjoy some appetizers and beverages while you chat with friends new and established.

On Thursday, play the electronic Exhibitor Trivia Game or find join a group of friends on the Mickey Scavenger Hunt. Enjoy small-batch wines from around the world on Thursday evening and take home a souvenir glass. On Friday, the Scavenger Hunt continues as you hunt for Minnie and her friends. Join the Friday evening dinner for some relaxing outdoor socializing or have fun with friends in California Adventure Park as part of the PFAC Party in the Park.



Want to connect with someone but can't find them at the conference? Use the PFAC Conference App and send them a message! The App lets you create your own conference schedule, find the exhibitors you want to see the most, and know what's happening and where at all times during the conference.

Not able to attend this year? Mark your calendar for the May 27-30, 2020 when we'll be celebrating PFAC's "Silver Jubilee" Conference Anniversary at the Hyatt Regency San Francisco. The hotel is located directly across the street from the famous Ferry Building and a host of waterfront activities. Registration opens September 2020.

Visit [PFACmeeting.org](http://PFACmeeting.org) for further information and to register.

# THE 24TH ANNUAL PFAC EDUCATIONAL CONFERENCE

## MAKING MAGIC HAPPEN

**MAY 1-4, 2019**  
Disneyland Resort Hotel  
Anaheim, California



Please join us at the happiest place on Earth to learn, socialize and experience the magic of the 2019 PFAC Educational Conference.

Visit [PFACMEETING.ORG](http://PFACMEETING.ORG) for more information.

**“Spring is proof that there is beauty  
in new beginnings.”**

*–Matshona Dhliwayo*



## **Professional Fiduciary Association Of California**

8 Whatney, Suite 109  
Irvine, CA 92618

**P:** 844.211.3151

**F:** 949.242.0925

[pfac-pro.org](http://pfac-pro.org)

[pfacmeeting.org](http://pfacmeeting.org)